

West Virginia Racing Commission
Marketing Committee
July 6, 2015
Agenda

Develop a marketing and communications plan to address issues presented in the SWOT analysis and support the concepts developed by the sub committees of the West Virginian Racing Commission

- SWOT Analysis Message
 - Economic Impact
 - Racing and the casino experience
 - People
 - Animals
 - Excitement, thrill and experience of the Sport
- Action Plan
 - Develop Action Plan
 - cost analysis
 - implementation procedures
- Time Line
- Next Meeting – July 20, 2 pm at Mardi Gras Casino